CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract / Revision	Alt Order #
358866 /	6857835

Product
Tommy Thompson 2012

Contract Dates	Estimate #
09/27/12 - 09/30/12	**2749**

Advertiser	Original Date / Revision
Thompson/R/U.S Senate	09/26/12 / 09/26/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WTMJ	Anjanette Brady	Petry-Philadelph

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/27/12	09/30/12	Live at Daybreak	6a-7a		:30			NM	2	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - TF - -	2	$550.00						
N 2	WTMJ	09/27/12	09/30/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - S -	1	$300.00						
N 3	WTMJ	09/27/12	09/30/12	Today Show Sunday	7a-8a		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - - S	1	$300.00						
N 4	WTMJ	09/27/12	09/30/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - - S	1	$300.00						
N 5	WTMJ	09/27/12	09/30/12	Today Show M-F	7a-9a		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - TF - -	2	$500.00						
N 6	WTMJ	09/27/12	09/30/12	Sunday Insight	10am-1030am		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - - S	1	$300.00						
N 7	WTMJ	09/27/12	09/30/12	Live at 5 Saturday	5p-530p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - S -	1	$400.00						
N 8	WTMJ	09/27/12	09/30/12	Live at 5 Sunday	5p-530p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - - S	1	$400.00						
N 9	WTMJ	09/27/12	09/30/12	Live at 6 News	6-630p		:30			NM	2	$1,300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - TF - -	2	$650.00						
N 10	WTMJ	09/27/12	09/30/12	Live at 10pm M-F	10p-1035p		:30			NM	2	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - TF - -	2	$1,250.00						
N 11	WTMJ	09/27/12	09/30/12	Live at 10pm Saturday	10p-1030p		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	09/24/12	09/30/12	- - - - - S -	1	$1,250.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
N	12	WTMJ 09/27/12	09/30/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	$1,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/24/12	09/30/12	- - - - - - S	1	$1,250.00						
								Totals			16	$10,400.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	16	$10,400.00	$8,840.00
Totals	16	$10,400.00	$8,840.00

Signature: _____ **Date:** _____

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